

LINGUISTICS

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The problem of following the rule in the language pragmatics

It is considered one of the relevant and unsolved problems – the problem of following the rule in linguistic pragmatics. This paper researches the philosophical concept of J. Oustin, P. Grice and P. Stroson. The author bases on the works of V. A. Ladov, which presents the idea that the problem of following the rule is expressed through the formation of a certain algorithm, aimed at the perception, cognition, understanding and implementing ideas. This concept is illustrated within reasonable interpretation in which the thought about the object clearly corresponds to it. The article notes that representatives of the theories of verbal communication, such as J. Oustin, P. Stroson and P. Grice solve the problem of following the rule of by using the weak interpretation in which the algorithm understanding and implementation of ideas always depends on the location of the events, situation and subjective perception of the situation by each person. Thus, the problem of following the rule in its weak interpretation gives everyone the opportunity to freely express thoughts and defend their ideas. This contributes to the desire for the formation and implementation of the subject new and unique ideas.

Key words: the rule, language pragmatics, cognition, communication, understanding, interpretation.

June, 11, 2016
